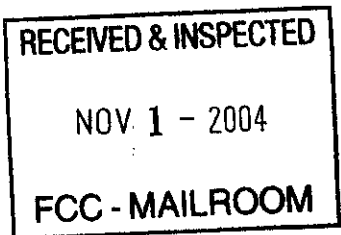




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October 28, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

MB Docket No. 04-233
WAVY-TV 10
NBC
Norfolk-Portsmouth-Newport News, VA

Local News

WAVY-TV 10 is the station On Your Side in the market and it shows in every aspect of our news coverage. While we do have a dedicated 10 On Your Side producer and reporter that investigate specific information we receive from viewers, we also approach every news story based on viewer benefit and how we can go the extra step in our reporting or newsgathering that will make the information pertinent to the daily lives of our viewers.

We currently air 26 newscasts per week, a total of 31.5 hours per week. Newscasts account for 20.8% of our daily programming Monday through Friday and 12.5% on Saturday, and 14.6% on Sunday. Coverage on [wavy.com](http://www.wavy.com) is an extension of our newscasts. The information from our newscasts is available 24 hours a day. Not only do we have news on the home page, but there are dedicated pages for news, weather, sports, health, and 10 On Your Side (consumer affairs).

Local Public Affairs

Bottom Line airs on Sunday mornings at 5:30am and is formatted with three 7-minute segments that offer interviews with representatives from various community groups, non-profits, etc. The program is hosted by Don Roberts, our morning and noon co-anchor. In his absence the other morning and noon co-anchor, Kerri Furey, hosts the program. A new show is taped every week unless it is a holiday or there are extenuating circumstances. *The Bottom Line* is the #1 locally-produced community affairs program in the market averaging a 1.9 household rating in 2004.

We also air a ½ hour program called *Kid Talk*. It was designed to give youth ages 10-18 a voice in issues that are interesting or important to them. The format is three 7-minute segments and the final segment is to thank guests for appearing on the show and continue the discussion while credits roll. We have 20-25 students representing one of the schools in our viewing area and a guest expert to give professional input. Kid Tips and Parent Tips are offered during the

program to help with family discussions of the topic. Another element is the Kid Talk A-Team. Students and/or parents are asked to submit a picture and copy of the child's report card and the student is recognized on-air as having made the honor roll. *Kid Talk* is the #2 locally-produced community affairs program in the market, averaging a 1.6 household rating in 2004.

Our Noon newscast includes 2 separate segments dedicated to local issues and organizations. Liveline and Contact 10 segments are usually 2 to 3 minutes in length with 1 to 2 guests representing a particular segment of the community whether it is non-profit, community organizations, legal advice, etc. One for both of the Noon show anchors conduct the interview. Information is presented on-air at the end of the interview if viewers would like to contact the organization later if they have questions.

Creating or Selecting Programming

When considering our programming, we look at what is available, see how it fits with the demographics in our market, and closely examine feedback from our viewers, whether positive or critical, and other research that is available. The most recent example of WAVY preempting network programming was during Hurricane Isabel in September 2003.

Emergency Programming

In September 2003, we broadcast wall-to-wall beginning at 5am the day the storm was to hit and stayed on until 11:30pm that night. We began coverage again the next day at 5:00am and stayed on continuously until 6:30pm that evening. Nine days after the Isabel, we aired a 3-hour special/telethon looking back at preparations, coverage and aftermath of the storm and to raise money for the American Red Cross Disaster Relief Fund. Viewers could receive a copy of the special on VHS or DVD with a pledge of \$30 or more. We had extra copies on hand for anyone who wanted to purchase a copy after the initial telecast aired. Proceeds from the sale of those copies also went to the Red Cross. The telethon resulted in donations of over \$254,000 (\$220,000 coming from corporate donations, \$34,000 from phone pledges). At the end of January 2004, we were also able to present a check for another \$21,000 to the Red Cross for the Disaster Relief Fund after all of the extra VHS and DVD copies were sold.

WAVY has invested the following in ENG or weather forecasting equipment: 4 Microwave remote trucks \$145,000 each, \$580,000 total; 1 satellite truck \$500,000; 1 helicopter with live microwave capabilities - \$1.5M; 11 weather-related computer systems, including Doppler Radar system - \$120,000; about \$300,000 worth of graphics display computers; and about \$200,000 worth of data rendering computers.

We participate in both AMBER and EAS as a monitoring station.

Political Programming

On October 25, 2004 we aired a ½ hour debate between the candidates for the Ed Schrock's 2nd District seat. The debate was moderated by our 6pm & 11pm anchor Les Smith and included questions submitted by viewers via wavy.com. In 2001 we extended the offer to Mark Warner and Mark Earley during the gubernatorial race. They declined. During the election season, we do not have regular political analysis. However, we sometimes access reports/comments from Larry Sabato, a Political Science professor at the University of Virginia. On election night we have continuous reporting of the returns through our Leader software for the ticker at the

bottom of the screen and during local time in network programming we have live reports from throughout the market. Website coverage focuses on local races. The presidential numbers on Tuesday will only be the Virginia count. Viewers have to go to a national site for national numbers. The updates online are done by the same Leader software that updates our on-air numbers, that way you see the same results both online and on TV. The actual physical work of updating the numbers is done by a slew of people in the newsroom. They generally have five or six different people whose sole duty is to update a few races. At least one race is updated every five minutes.

Civic, Cultural and Other Community-Responsive Programming

We currently air a program called *Spread A Little Sunshine* that is produced by Sarah Curry and is specific to the religious community. The show is taped in our studios and airs every Sunday morning at 5:00am.

During high school football season, we have a program called Friday Night Flights. We send Chopper 10 out to several games a week to get aerial footage and to transport one of our on-air talent to throw out footballs to the crowd at the game. During our 11pm newscast, our sports director is joined in the studio by that night's personality to report on the scores and highlights of all games that includes the Chopper 10 footage. About 95% of the PSAs that we receive are from national organizations, sometimes they are localized for the chapters here in Hampton Roads. When we do receive local PSAs they are for a particular event that is taking place.

Consumer rip-offs are handled in the news department in the form of a consumer alert or a 10 On Your Side investigation report. The other issues are addressed either in PSAs or on our community affairs program, *The Bottom Line*.

Music

Occasionally we will have a musical act perform live during the Noon newscast or interview a member of a band that is performing in town. However, it is not exclusive to local musicians.

Station Participation in Community Activities

Each year WAVY participates as media partner for the Southside American Heart Association walk in October and gala in February, the Peninsula American Heart Association walk in September and gala in May, the American Red Cross Every Drop Counts Blood Drive in December, March of Dimes Walk America in April, MDA Labor Day Telethon, and we conduct our annual employee United Way drive with contributions and a visit from the bloodmobile. Not only do we use on-air means to inform the public of what is going on in the community, we utilize the community calendar on wavy.com to all organizations that have events going on in the community. We also use our community affairs program, *The Bottom Line*.

In addition, several members of the senior management team are involved in the community: Jennifer Crabtree, Business Manager, is Director of PR and Board Member of the Peninsula Chapter of the Virginia Tech Alumni Association. Mike Mastrullo, Director of New Media, served on the Mayor's Special Advisory Commission on Electronic Government in Virginia Beach from February 2000 through the summer of 2003. The commission is no longer active. Ed Munson, Vice President & General Manager/Regional Vice President, LIN Television serves as incoming treasurer of the Hampton Roads Chamber of Commerce, is on the development

committee of Eastern Virginia Medical School, and is on the LD Britt scholarship committee. Rosetta Rolan, Community Affairs Director, is on the board of the Mid-Atlantic Affiliate of the American Heart Association; board member of the Greater Hampton Roads Chapter of the March of Dimes; on the PR Committee of the Urban League of Hampton Roads, Inc.; and has been appointed to the Mayor's Sister Cities Commission for the City of Portsmouth, VA. Judy Triska, Promotions Director, is on the board of the Girl Scout Council of the Colonial Coast and is a junior brownie troop leader.

WAVY's annual school supplies drive, *Operation School Supplies*, is a project we developed to partner with area businesses and all of the school districts in our viewing area including the Eastern Shore and Northeast North Carolina. Boxes are put in partner locations to collect new school supplies. Each Friday during the campaign, we have a live remote from 9am-1pm to "Stuff the Bus" with school supplies. A member of our morning team comes out to one of our partner locations to do the remote and we have Chopper 10 on static display. We do a 30-second cut-in every ½ hour from 9am – Noon and have two 1-minute, 30-second cut-ins during our hour-long newscast. We then transport the supplies to a warehouse that is donated by one of our sponsors to sort, count, and divide all of the supplies for distribution to participating school districts. In 2004 we collected over 44,000 items.

The *Hampton Roads Young Achievers*, recognizes students in grades 8-12 who excel not only in their academic achievements, but also in what they do for their school through extracurricular activities and in the community through volunteer efforts. Each school year, viewers are encouraged to nominate a student. Our panel of judges scores each student in that group. The student with the highest total score from the judges in that group is the weekly honoree to be profiled in a 60-second spot in our Sunday morning and evening newscasts. All of the weekly winners have the opportunity to interview for one of four \$1,000 scholarships or one of six \$1,000 savings bonds. In June, we have a luncheon to award a plaque to each honoree and to announce the winners of the scholarships and savings bonds.

Since 1989, WAVY-TV has been the media partner in the market for the Jefferson Awards. The program is sponsored nationally by the American Institute for Public Service. Known as the Nobel Prize for Public Service, the Jefferson Award recognizes ordinary citizens who do extraordinary things in the community. We solicit nominations from our viewers during June and July. Our panel of judges meets to select 10 from the pool of nominations to be honored at a luncheon in October. Of the 10 honorees, 3 are forwarded to the AIPS national board of selectors and 1 is chosen to represent our market in Washington, DC in June of the following year. That representative competes with the other representatives from the other media markets nationwide for one of five national Jacqueline Kennedy Onassis awards for Public Service.

In 1987, a group of students at Eastern Virginia Medical School created a community service project called *Operation Overcoat*. A few years later, they approached WAVY to help expand the project, now called *Coats for Kids*. The campaign, which solicits donations of new and gently used coats, has enjoyed steady growth over the years, with collections surpassing 12,000 last year. We partner with EVMS and other area businesses to collect, clean and distribute the coats to families in need.

We recently began taping and airing a new ½ hour program called *Battle of the Brains*, featuring teams from high schools in our viewing area, including the Eastern Shore and Northeast North Carolina. The show airs Saturday mornings at 10am.

We have a dedicated community page on wavy.com. Each of our community affairs programs and projects is included on the site and has a component where our viewers can get specific information about where to donate or how to receive donations for *Coats for Kids* and *Operation School Supplies*; submit nominations for *Hampton Roads Young Achievers* or *Jefferson Awards*; give feedback about *Kid Talk*; for information about area non-profit organizations; or to add to or search our community calendar.

A handwritten signature in black ink, appearing to read "Rosetta Rolan", with a long, sweeping horizontal line extending to the right.

Rosetta Rolan
Community Affairs Director
WAVY-TV 10